

Partners in Stewardship

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Day 3 Sessions - Thursday, November 20, 2003

The future of partnerships. This final day of the conference will focus on "WHERE" we go from here. What new initiatives and resolutions are currently being developed and where do we go both personally and organizationally to ensure creative, successful collaborative efforts in the future?

There are **60** sessions for this day. **Please click the blue session title to display the session report.** Click here for a printable version in [Adobe PDF format](#).

Time: 08:00 AM - 09:30 AM **Max:** Unlimited **Room:** Concourse Hall **Seating:** Theater

Title: **769 - Keynote Plenary Day 3 - The Future of Partnerships (Morning)**

Presenters: Joseph Jaworski (founding partner of Generon Consulting and acclaimed author of *Synchronicity*)

Description: Inspiration, hope for the future and celebration are the major themes for Thursday's sessions. The morning keynote speaker: Joseph Jaworski, will focus on how personal and collaborative leadership underscores the power of individuals to make a difference.

Topic Area: Plenary

Time: 10:00 AM - 11:30 AM **Max:** 65 **Room:** 406B **Seating:** Theater

Title: **068 - Creating Canon Scholars**

Presenters: Gary Machlis (Program Coordinator, Canon National Parks Science Scholars Program, College of Natural Resources, University of Idaho); Keith Paglen (Corporate Communications Division, Cause Marketing and Philanthropy Canon U.S.A., Inc.); Shirley Malcom (Directorate for Education and Human Resources Programs, American Association for the Advancement of Science)

Description: The Canon National Parks Science Scholars Program is a collaborative effort by Canon USA, Inc., the American Association for the Advancement of Science, and the National Park Service. Explore the development of this unique program, its structure, and how three cultures of business, government, and the scientific community crafted a \$10 million scholarship program.

Topic Area: Corporate Stewardship

Time: 10:00 AM - 11:30 AM **Max:** 100 **Room:** 518 **Seating:** Theater

Title: **081 - Obstacles to Ovations: Leveraging Public / Private Partners on Alcatraz**

Presenters: Rich Weideman (Chief of Public Affairs, Golden Gate National Recreation Area); Nicholette Phelps (Director of Visitor Programs and Facilities, Golden Gate National Parks Conservancy)

Description: Create quality programming in an era of dwindling resources and increasing public demand. Partner involvement is one of the keys to Golden Gate National Park's future-focused approach to tackling and surmounting bureaucratic challenges to keep Alcatraz protected, accessible and interpretively innovative.

Topic Area: Shared-Management/Governance Models

Time: 10:00 AM - 11:30 AM **Max:** 45 **Room:** 505 **Seating:** Classroom

Title: **088 - Creating Great Trails in the Southeast through Innovative Partnerships**

Presenters: Jeffrey Hunter (Southeast Trail Programs Manager, American Hiking Society);

Erin Broadbent (Superintendent, Kings Mt. National Military Park, National Park Service); Bill Lane (Landscape Architect - Rivers, Trails & Conservation Assistance Program, Southeast Regional Office National Park Service); Kent Wimmer (Florida National Scenic Trail Liaison, Florida Trail Association); Steve Killian (Director of Planning and Economic Development, City of Kings Mountain, NC)

Description: Two National Park Service Rivers and Trails Conservation Assistance projects will be profiled. One is a local project based in South Carolina; the other, a regional initiative spanning nine states. Each project seeks to create an exciting new trail network. Both feature unique partnerships between federal, state and local governments, and the nonprofit community.

Topic Area: Trails and Greenways

Time: 10:00 AM - 11:30 AM **Max:** 75 **Room:** 408B **Seating:** Classroom

Title: **090 - Community Stewardship Of Public Lands**

Presenters: Richard Whitley (Associate State Director - New Mexico, Bureau of Land Management); Rebecca Watson (Assistant Secretary for Lands and Minerals, Department of the Interior)

Description: Communities of place and interest will work with BLM to advance the a shared stewardship of public lands, and to identify the ways in which the public can participate more directly and fully in the creation of shared vision and goals, and in joint problem solving and implementation of projects and activities on public land.

Topic Area: Shared-Management/Governance Models

Time: 10:00 AM - 11:30 AM **Max:** 45 **Room:** 501C **Seating:** Classroom

Title: **109 - From Asphalt to Education**

Presenters: Edmundo Nieto (Architect, National Park Service); Susan Goltsman (Principal, Moore Iacofano Goltsman, Inc.); Jennifer Worth (Manager of Educational Curriculum Development, Moore Iacofano Goltsman, Inc.); Linda Moery (Assistant Director for Partnerships, National Park Service)

Description: National Park Service and designers of children's environments explore creative approaches to connecting kids to conservation and stewardship. The collaboration uses best practices in environmental education, community engagement and design to transform asphalt schoolyards into dynamic outdoor learning environments. Students and communities reclaim schools as networks of open space modeling national parks.

Topic Area: Education

Time: 10:00 AM - 11:30 AM **Max:** 45 **Room:** 504 **Seating:** Classroom

Title: **131 - Forest (Re)Building Project -- Forest to Home Cycle**

Presenters: Gailmarie Kimmel (Program Manager, Innovations in Wood Construction, Colorado State University); Chris Koziol (Director, Innovations in Wood Construction, Colorado State University)

Description: Wildfire mitigation and ecological restoration throughout the Interior West, while emphasizing desired forest conditions, yields volumes of low quality woody biomass. The Forest (Re)Building project in the Construction Management Department at Colorado State University is working to develop environmentally and economically sustainable uses for small-diameter wood in the building industry.

Topic Area: Sustainable Practices

Time: 10:00 AM - 11:30 AM **Max:** 65 **Room:** 409A **Seating:** Theater

Title: **140 - Large Mammal Inter-Reserve Corridors**

Presenters: Craig Shafer (Ecologist, Natural Systems Management Office, National Park Service); Ray Sauvajot, Ecologist, Santa Monica Mountains National Recreation Area); Pamela Underhill, Superintendent, Appalachian National Scenic Trail)

Description: Faced with the prospect of species extinction, broad-scale regional planning is critical to preserve large mammal movement corridors and connect large blocks of progressively isolated habitat. Examine land protection tools currently in use by federal agencies and discuss major stumbling blocks to federal participation.

Topic Area: Trails and Greenways

Time: 10:00 AM - 11:30 AM **Max:** 60 **Room:** 404B **Seating:** Classroom

Title: **154 - How to Achieve a National System of Parks: Regional Recreation Planning**

Presenters: T. Destry Jarvis (President, Outdoor Recreation and Park Services, LLC); Dr. Glenn Haas (Professor, School of Natural Resources Colorado State University); Lyle Laverty (Director, Colorado State Parks); Jack Wilson (Executive Director, Metroparks Tacoma WA)

Description: A "national system of parks" can best be achieved by local, state, and national park planners when they look at regions or areas holistically - an approach first championed in the 1962 Report to Congress of the Outdoor Recreation Resources Review Commission.

Topic Area: Planning

Time: 10:00 AM - 11:30 AM **Max:** 45 **Room:** 401 **Seating:** Theater

Title: **179 - Innovations in Packaging Tourism Attractions**

Presenters: Alvin Rosenbaum (President/CEO Destination Culture, Inc. and Senior Visiting Scholar, The George Washington University School of Business and Public Management, International Institute of Tourism Studies, Washington, DC)

Description: Destination Culture, Inc. is a model partnership of national cultural organizations that packages combination cultural attraction tickets. Founded in 1997, DCI organized the America's Treasures Group and built a high-quality database of US cultural attractions, deployed as www.destinationculture.com. DCI combination tickets are now available through Marriott International.

Topic Area: Tourism

Time: 10:00 AM - 11:30 AM **Max:** 60 **Room:** 404A **Seating:** Classroom

Title: **269 - Lessons Learned: Six Educational Partnerships**

Presenters: Patti Reilly (Director, Northeast Regional Center for Education Services); Peter O'Connell (Director, Tsongas Industrial History Center); Elizabeth Hoermann (NPS Northeast Center for Educational Services)

Description: The NPS Northeast Center for Education Services and UMASS Lowell Tsongas Industrial History Center will report on a study of six NPS educational partnerships involving large and small parks and new and well-established partnerships. We will identify principles and lessons other parks can use in establishing or sustaining educational partnerships.

Topic Area: Education

Time: 10:00 AM - 11:30 AM **Max:** 100 **Room:** 411 **Seating:** Theater

Title: **287 - Trends in Parks, Recreation and Tourism**

Presenters: Emilyn Sheffield (Professor, California State University - Chico)

Description: How are demographic, geographic and psychographic trends changing outdoor recreation right now and in the future? This high-energy overview of national and regional data explores the relationship between the trends in media, technology, population, values and lifestyle and their impacts on outdoor recreation and tourism in America.

Topic Area: Recreation and Health

Time: 10:00 AM - 11:30 AM **Max:** 65 **Room:** 407 **Seating:** Theater

Title: **297 - Our Land, Our Youth, Our Future: Engaging Young People in Conservation Service**

Presenters: Robert Stanton (Former Director, National Park Service); Dale Penny (President, Student Conservation Association); Jesse Fink (Board Member, Student Conservation Association)

Description: Discover a diverse resource pool by enlisting young people in hands-on service to the land. These capable volunteers offer managers effective field solutions in a time of competing priorities. Volunteer programs also allow conservation professionals to tap into new synergies and mold the stewards of tomorrow — resulting in a healthier planet for all.

Topic Area: Cultural and Natural Resource Stewardship

Time: 10:00 AM - 11:30 AM **Max:** 65 **Room:** 410 **Seating:** Theater, Semicircle

Title: **302 - Preserving Memory: Civic Engagement and the National Park Service**

Presenters: John Maounis (Deputy Associate Regional Director for Cultural Resources, Northeast Region, National Park Service); Maria Burks (Superintendent, Cape Cod National Seashore); Shaun Eyring (Program Manager, Northeast Region, National Park Service)

Description: Presentation of public history involves the community, raises awareness and sensitivity to many voices, while respecting perspectives held by partners and community. The National Park Service's increased civic engagement with the public and partners demonstrates the power that broader interpretation, sites-of-significance identification, and preservation planning or treatment for heritage sites can have.

Topic Area: Building Partnership Competencies

Time: 10:00 AM - 11:30 AM **Max:** 75 **Room:** 511A **Seating:** Theater

Title: **331 - Next Generation National Parks: Boston Islands NRA and Cedar Creek & Belle Grove NHP - A Seamless System**

Presenters: Sandy Rives (Virginia Director, National Park Service); George Price (Superintendent, Boston Harbor Islands, a national park area); Howard Kittell (Executive Director, Shenandoah Valley Battlefields Foundation); Robert Nieweg (National Trust for Historic Preservation); Kathy Abbott (President, Island Alliance)

Description: Join the dialogue and examine the leading edge of an emerging trend toward a seamless system of public lands. Boston Harbor Islands National Recreation Area and Cedar Creek & Belle Grove National Historical Park illustrate the way "real life" parks can be managed collaboratively by the federal, state, local and non-profit sectors.

Topic Area: Shared-Management/Governance Models

Time: 10:00 AM - 11:30 AM **Max:** 65 **Room:** 510 **Seating:** Theater

Title: **370 - Linking Leadership, Education, and Biodiversity**

Presenters: Judy Braus (Director of Education, World Wildlife Fund); Kathy Lehnhardt (Curator of Education-Guest Experiences, Disney's Animal Kingdom); Jim McCafferty (Vice-President, Training Resources Group, Inc.)

Description: Discover how a remarkable 4-year partnership between World Wildlife Fund and Disney's Animal Kingdom resulted in a series of international institutes charged with bringing biodiversity education leaders together to give them a solid grounding in leadership, while providing them with creative tools to affect change in their communities. Apply the lessons learned to your corporate and non-governmental partnerships.

Topic Area: Education

Time: 10:00 AM - 11:30 AM **Max:** 45 **Room:** 511C **Seating:** Classroom

Title: **384 - Park Products - The Italian Model**

Presenters: Chesley Moroz (President, Eastern National); Rolf Diamant (Superintendent, Marsh Billings, Rockefeller - NPS); Dan Brown (Superintendent, Blue Ridge Parkway - NPS)

Description: Public lands take a lead role in preserving cultural landscapes and cultures. A wonderful example of this is Cinque Terre National Park in Italy, where the park works with the local community to promote traditional agriculture — keeping both the traditional farming techniques in existence, and offering a cooperative processing and distribution center for product sales. The parks logo is used, lending credibility to the product.

Topic Area: Communications, Marketing, and Branding

Time: 10:00 AM - 11:30 AM **Max:** 75 **Room:** 512 **Seating:** Theater

Title: **435 - Transportation Reauthorization: Partnership Opportunities for the Future**

Presenters: Robert Bini (Transportation Planning Team Leader, Office of Federal Lands Highway, FHA); Larry Smith, Division Engineer, Central Federal Lands, FHA); Don Durkee (Assistant Chief Counsel, Federal Transit Administration) invited; Deb Beighley (National Transportation Planning Program Engineer, USDA Forest Service); Kris Hoellen (Director of Environmental Programs, American Association of State Highway and Transportation Officials); a tribal government has been invited

Description: Critical legislation for reauthorization of the surface transportation program on federal lands is pending which will meet transportation needs in rural and urban areas, including tribal government lands. Learn how this bill will support transportation requirements and enhance partnerships serving recreation and tourism on federal lands.

Topic Area: Transportation

Time: 10:00 AM - 11:30 AM **Max:** 100 **Room:** 502B **Seating:** Theater

Title: **500 - Conservation Through Multi-Agency Partnerships and Community Collaboration**

Presenters: William Dickinson (Superintendent, Lake Mead National Recreation Area, National Park Service); Jennifer Haley (Interagency Partnership Liaison, Lake Mead National Recreation Area); Stephanie Phillips (Deputy Forest Supervisor, Spring Mountain National Recreation Area, US Forest Service); Alan O'Neill (Executive Director, Outside Las Vegas Foundation); Mark Morse (Bureau of Land Management); Angie Lara (Associate Field Manager, Las Vegas Field Office, Bureau of Land Management)

Description: Forging an innovative Nevada partnership among 4 federal agencies and a non-profit organization resulted in the conservation of 7 million acres of natural public landscape surrounding Las Vegas. This interagency partnering approach incorporates a unique funding mechanism to support project implementation, meet agency goals, identify focus areas, and develop strategic plans.

Topic Area: Building Partnership Competencies

Time: 10:00 AM - 11:30 AM **Max:** 30 **Room:** 511B **Seating:** Theater

Title: **504 - Building a Strategy for Sustainable Conservation Partnerships**

Presenters: Jackie Tuxill (Partnership Program Coordinator, Conservation Study Institute); Delia Clark (Program Associate, Conservation Study Institute); Bob McIntosh (Associate Regional Director for Planning and Partnerships, Northeast Region, NPS); Greg Moore (Executive Director, Golden Gate National Parks Conservancy); Nora Mitchell (Director, Conservation Study Institute)

Description: Many recent national designations create partnerships among public land management agencies and non-governmental organizations. Effective long-term partnerships are a critical element in the success of these conservation areas. This facilitated dialogue will share findings of a previous workshop and further develop strategic approach to increasing the sustainability of long-term partnerships.

Topic Area: Shared-Management/Governance Models

Time: 10:00 AM - 11:30 AM **Max:** 65 **Room:** 506 **Seating:** Theater

Title: **606 - The National Park Service and National Heritage Areas: Building Sustainable Partnerships**

Presenters: Daniel Rice (President and Chief Executive Officer, Ohio & Erie Canal Corridor Coalition); The Honorable Jerry Hruby (Mayor, City of Brecksville, OH); Tom Lillie (Energy & Natural Resources Committee, United States Senate); Augie Carlino (President and Chief Executive Officer, Rivers of Steel National Heritage Area); John Debo (Superintendent, Cuyahoga Valley National Park)

Description: National Heritage Areas seek to conserve, interpret, and develop nationally significant natural, cultural, and recreational resources while stimulating community and economic development through sustainable partnerships. Explore Heritage Area development issues and possible future directions with National Park Service and congressional staff.

Topic Area: Heritage

Time: 10:00 AM - 11:30 AM **Max:** 45 **Room:** 513 **Seating:** Theater

Title: **618 - Creating 21st Century Places by Reclaiming Regional Landscapes**

Presenters: Paul Alsenas (Director, Cuyahoga County Planning Commission); Holly Harlan (President, First Entrepreneurs for Sustainability and Eco-Innovations)

Description: The groundswell of community renewal; at its core is an understanding of the importance of natural systems and efforts to protect intact natural features while restoring degraded landscapes. Explore how committed citizens, local journalists, public officials, and business leaders can transform the core of an industrial belt metropolitan region into an environmental treasure, economic force, and unifying place of significance.

Topic Area: Building Community Connections

Time: 10:00 AM - 11:30 AM **Max:** 55 **Room:** 402A **Seating:** Classroom

Title: 638 - Economic Impacts of Public Lands

Presenters: Ray Murray (Partnerships Lead, Pacific West Region, National Park Service); George Bristol (President, Texas Coalition For Conservation); Don Neubacher (Superintendent, Point Reyes NS, National Park Service); Dr. Jim Gramann, Ph.D. (Texas A&M University)

Description: Explore economic impact measuring and reporting techniques used by lay persons when advocating public land resource positions to decision makers and the public. Presentations will include current rationales and techniques, how they can be adapted, and the most cost-effective approaches to gathering, assessing, or illustrating economic conditions and impacts.

Topic Area: Creative Public/Private Funding Approaches

Time: 10:00 AM - 11:30 AM **Max:** 45 **Room:** 514 **Seating:** Banquet

Title: 641 - Re-Imagining Public-Private Partnerships Among Land, Culture and Communities

Presenters: Kimber Craine (Communication Manager, National Assembly of State Arts Agencies); Linda Feldman (New Century of Service Coordinator, U.S. Forest Service); Anthony Tighe (Federal Partnerships, National Endowment for the Arts); Alexandra Stone (Rivers, Trails and Conservation Assistance Program, National Park Service); Nancy Mathews (Director of Community Programs, Michigan Humanities Council)

Description: For visitors and residents, sustaining cultural and environmental resources is essential to a destination's geographic character. Addressing the opportunities inherent in this belief requires leadership from the public and private sector—one committed to finding common ground among cultural and environmental interests to strengthen local cultures and economies.

Topic Area: Arts and Humanities

Time: 10:00 AM - 11:30 AM **Max:** 75 **Room:** 402B **Seating:** Theater

Title: 663 - Merchandising: Great Programs, Great Products

Presenters: Howard Levitt (Chief of Interpretation and Education, Golden Gate National Recreation Area); Robert Lieber (Associate Director, Retail and Marketing Development, Golden Gate National Parks Conservancy); Cliff Harrison (Acting Executive Director and Director of Merchandising, Parks and History Association)

Description: It's not easy developing and marketing merchandise that helps people connect with the resources your agency manages or the mission of your nonprofit organization - and that people want to buy. Learn from some of the 'best in the business' at designing and selling products to enhance the image of your agency or organization.

Topic Area: Creative Public/Private Funding Approaches

Time: 10:00 AM - 11:30 AM **Max:** 45 **Room:** 507 **Seating:** Theater

Title: 672 - Engage the Public - Energize the Project

Presenters: James Stickley (Director, Wallace Roberts & Todd LLC, San Francisco); Jody Pinto (Public Artist, Vallejo Waterfront Master Plan); Allen Wolken (Director Economic Development, City of Vallejo); Stephen D. Hammond (Director of Planning, Wallace Roberts & Todd LLC, San Francisco); Donald Neuwirth (Founder, Neuwirth & Associates)

Description: Making projects "happen" — particularly in urban environments — is a key challenge for many public agencies and their consultants. Big ideas and community involvement are essential ingredients. Two case studies demonstrate how the combination of big ideas and public involvement has been an essential ingredient of success on potentially contentious projects. One case examines how cultural interpretation and public art fueled the development of public space and redevelopment on Vallejo, California's urban waterfront. The other case demonstrates how public involvement was used to integrate seemingly conflicting environmental, recreational and cultural objectives of a new 8.5-mile State Park on San Francisco Bay's eastern shoreline.

Topic Area: Tourism

Time: 10:00 AM - 11:30 AM **Max:** 50 **Room:** 406A **Seating:** Classroom

Title: 708 - Transportation Policy, Programs, and Partnerships

Presenters: Carmen Clarke (former Executive Director, San Francisco Transportation Authority); Patrick Shea (National Park Service); George Schoener (Office of Policy, Department of Transportation); Butch Wlaschin (Federal Lands Highway Program); Chip Dennerlein (Consultant); Ginger Murdough (Executive Partnership Administrator, Arizona Department of Transportation); Mike Savidge (National Park Service)

Description: Focus on available funding sources provided by the Transportation Equity Act for the 21st Century (TEA-21) and its successor T-3. Learn about creative financing and partnering opportunities available through the Federal Lands Highway Program. Review concessions, bonding, fees, Congestion Mitigation, Scenic Byway, Hazard Elimination, and transportation enhancement programs which can benefit public lands agencies.

Topic Area: Transportation

Time: 10:00 AM - 11:30 AM **Max:** 100 **Room:** 502A **Seating:** Theater

Title: **747 - Scottsdale and Laughlin -- Jackpot for Commercial Recreation and Tourism**

Presenters: Tom Beat (Special Projects/Contracts Officer, City of Scottsdale); Jo Elle Hurns (Executive Director, Laughlin Chamber of Commerce); Bill Martin (Natural Resource Specialist, Reclamation); Rick Mellegard (Outdoor Recreation Planner, Reclamation); Bruce Brown (Coordinator, Federal Lakes Recreation Leadership Council, Reclamation)

Description: Learn how the Reclamation, local agencies, non-profit and for profit partners created nationally recognized recreation opportunities on Federal lands, that exceed environmental and economic expectations. This session provides successful models to those interested in developing community-based recreation and attractions. Local government and business leaders will offer valuable insight about what made these partnerships successful.

Topic Area: Visitor Services

Time: 10:00 AM - 11:30 AM **Max:** 100 **Room:** 408A **Seating:** Classroom

Title: **763 - Proud Partners of America's National Parks: Government Partnerships with Fortune 50 Companies**

Presenters: Mike Bento (Senior Vice-President, Marketing and Communications, National Park Foundation); Chris Jarvi (Associate Director, Partnerships, Interpretation & Education, Volunteers and Education, National Park Service); Mary Culler (Ford Motor Company)

Description: Forming the largest public-private partnership in the public lands system, five companies joined the National Park Foundation and National Park Service (NPS) as "Proud Partners". American Airlines, Discovery Communications, Inc., Ford Motor Company, Kodak, and TIME magazine established a business partnership with marketing and programming benefits for both the NPS and the individual companies.

Topic Area: Corporate Stewardship

Time: 10:00 AM - 11:30 AM **Max:** Unlimited **Room:** EXPO West Hall B, Level 1 **Seating:**

Title: **787 - Partnerships Diagnostics Lab**

Presenters:

Description: The **Partnerships Diagnostics Lab**, located in the EXPO area on the first floor, gives conference goers an exceptional opportunity to get practical advice on their partnerships through one-on-one or small group consultations and advice on solving real world problems. The Lab will be open from 10am to 6pm on Wednesday, November 19, and from 10am to 3:30pm on Thursday, November 20, and will be staffed by conference presenters with a wealth of hands on partnership experience. Conference goers can schedule appointments or drop in. To help ensure we offer the Diagnostic Services you need, please fill out this [Diagnostics Lab Survey](#).

Topic Area: Building Partnership Competencies

Time: 01:00 PM - 02:30 PM **Max:** 100 **Room:** 502A **Seating:** Theater

Title: **037 - Geography in the National Parks**

Presenters: John Steffenson (Federal Land and Resources Manager, ESRI); Tim Clark (ESRI)

Description: Investigate this visual and informative overview of America's public lands utilizing an interactive 3-D Digital Earth model to explore vast amounts of rich natural and cultural information. Discussions will highlight opportunities to integrate these technologies

with other programs and show innovative, collaborative projects involving government, private partners, and non-governmental organizations using geospatial technologies.

Topic Area: Technology

Time: 01:00 PM - 02:30 PM **Max:** 45 **Room:** 512 **Seating:** Theater

Title: **082 - Southeast Alaska Trail System (SEATrails): a Regional Community-led Partnership**

Presenters: Odin Brudie (Tourism Planner, Alaska Department of Community and Economic Development); Frankie Pillifant (Vice Chair, SEATrails Board of Directors - Juneau); Buckwheat Donahue (SEATrails Board of Directors - Skagway); Lynn Kolund (Recreation Planner, USDA Forest Service - Tongass National Forest); Davey Lubin (Chair, SEATrails Board - Sitka)

Description: Sixteen Southeast Alaska communities have banded together to ensure that the system of trails and cultural itineraries that spans the region is recognized as a world class resource for residents and visitors. The communities are gateways to these experiences and need the land managers and the local businesses on board to make this happen. This unique partnership is featured at www.seatrails.org.

Topic Area: Tourism

Time: 01:00 PM - 02:30 PM **Max:** 55 **Room:** 510 **Seating:** Theater

Title: **182 - Centering on the Visitor: Visitor Centers & Services of the Future**

Presenters: Gordon Williams (USDA Forest Service); Stephen Maurer (Public Lands Interpretive Association); Anne Castellina (National Park Service); Gary Candelaria (National Park Service); Cynthia MacLeod (National Park Service)

Description: Case studies from the present that give us a glimpse at the future of Visitor Centers. Case studies include a Temporary Visitor Center, built for the Olympics; A Virtual Visitor Center, public lands from the user's point of view; A Visitor Center as a Village in conjunction with the Native American Corporation; A Visitor Center as a City Building incorporated into and planned with other city municipal buildings; A Visitor Center in a Private Building built with Corporate Funding, how a visitor center became the focal point of a downtown revitalization effort.

Topic Area: Visitor Services

Time: 01:00 PM - 02:30 PM **Max:** 45 **Room:** 511B **Seating:** Theater

Title: **282 - InteractiveWatersheds.Net - Community Internet Partnerships in Action**

Presenters: Gary Grimm (Producer, Mountain Visions); Katy Flanagan (Producer, Mountain Visions)

Description: Demonstrate that attractive and immersive web sites provide detailed interactive visual information about how "Community Based Watershed Partnerships" restore watersheds and ecosystems. Online "Watershed Community Centers" encourage greater public participation in management decisions and volunteer, monitoring and educational activities.

Topic Area: Communications, Marketing, and Branding

Time: 01:00 PM - 02:30 PM **Max:** 100 **Room:** 408A **Seating:** Classroom

Title: **298 - The Promise of Place-based Education**

Presenters: Nora Mitchell (Director, Conservation Study Institute); Delia Clark (Program Associate, Conservation Study Institute); Megan Camp (Vice-President for Programs, Shelburne Farms); Dace Carver (Orton Family Foundation)

Description: Place-based education is gaining momentum as an effective strategy for building long-term partnerships among local organizations, public land agencies, and schools strengthening citizen engagement, community vitality, and stewardship of public lands. This session explores 'place' as an integrating context for learning and building shared responsibility for natural and cultural heritage.

Topic Area: Education

Time: 01:00 PM - 02:30 PM **Max:** 45 **Room:** 511C **Seating:** Classroom

Title: 322 - Protecting National Landscapes Through Cooperation

Presenters: Wendy Vanasselt (The Wilderness Society); Larry Voecks (Nebraska Game and Parks); Gary Vequist (National Park Service); Marc Smith (National Wildlife Federation); Mike Smith (National Trust for Historic Preservation)

Description: Focus on how NGOs and federal land management agencies are working in unconventional partnerships to protect natural landscapes. Part of the session will focus on how the National Park Service has crafted remarkable partnerships to restore and protect natural landscapes within National Riverways. The other part will examine how a coalition is capitalizing on the Bureau of Land Management's new conservation mandate for the National Landscape Conservation System.

Topic Area: Cultural and Natural Resource Stewardship

Time: 01:00 PM - 02:30 PM **Max:** 100 **Room:** 502B **Seating:** Theater

Title: 340 - The Business of Non-Profit Partners

Presenters: Kathy Abbott (President, Island Alliance); Keith Spindle (Deputy Director for Finance and Operations, Golden Gate National Parks Conservancy); Doug Welch (Business Development Director, Island Alliance)

Description: Explore the dynamics of leveraging resources from public / private sectors and identify business opportunities to assist in park development while contributing revenues to park operations. Island Alliance, Boston Harbor Islands' national park area non-profit partner, offers support to the park by understanding factors to be considered in planning and launching partnership business opportunities.

Topic Area: Creative Public/Private Funding Approaches

Time: 01:00 PM - 02:30 PM **Max:** 75 **Room:** 511A **Seating:** Theater

Title: 359 - Lewis & Clark Bicentennial Culture Awareness

Presenters: Bobbie Olson (Director, Tamastlikt Cultural Institute); Gerard Baker (Superintendent, Lewis and Clark National Historic Trail)

Description: The story of the native tribes contribution to the success of the Lewis and Clark Expedition is not well known. The Bicentennial Commemoration is providing a venue to tell these stories, histories, and traditions. It is educating visitors and assisting tribes in the preservation of their cultural heritage by making the event a true partnership that leaves a legacy for the future.

Topic Area: Heritage

Time: 01:00 PM - 02:30 PM **Max:** 60 **Room:** 404B **Seating:** Classroom

Title: 362 - International Partnerships - Their Role in Stewardship

Presenters: Sharon Cleary (International Affairs Program Coordinator, National Park Service); Jan Engert (U.S. Forest Service); Chris Botnick (US Fish & Wildlife Service)

Description: A hot-off-the-press strategic plan for National Park Service opportunities in the international arena will be available for the conference. The presentation will look at the historic pattern of working with foreign countries and discuss how the benefits to the National Park Service and other land management agencies are guiding the potential for international partnerships in the future. Opportunities for partnering (with other agencies and countries) will be discussed. Evaluation factors for selecting potential projects will be presented.

Topic Area: Engaging New Audiences

Time: 01:00 PM - 02:30 PM **Max:** 100 **Room:** 411 **Seating:** Theater

Title: 374 - Rethinking the Stewardship of Natural and Cultural Resources through 'Preserve America'

Presenters: Honorable Bob Young (Mayor of Augusta, Georgia); John L. Nau, III (Chairman, Advisory Council on Historic Preservation); Philip W. Grone (Principal Assistant Deputy Under Secretary of Defense for Installations & Environment); Mr. Richard Moe (President, National Trust for Historic Preservation); Fran Mainella (Director, National Park Service)

Description: 'Preserve America', a recently signed Executive Order, affords greater protection of our nation's historic places and open spaces through improved agency planning and accountability while encouraging intergovernmental partnerships. A panel discussion

with agency and non-profit chiefs will examine future management changes for historic and natural resources.

Topic Area: Heritage

Time: 01:00 PM - 02:30 PM **Max:** 45 **Room:** 401 **Seating:** Theater

Title: **397 - Recruiting Non-traditional Partners**

Presenters: Marcia Lesky (Manager of Outreach and Advocacy, National Parks Conservation Association)

Description: National Parks Conservation Association has worked tirelessly to develop non-traditional partnerships through programs including the Americans for National Parks (ANP) campaign and the Cultural Diversity Program. Those who helped create ANP's diverse coalition and connected with communities of color will lead a discussion exploring ways to implement similar tactics to achieve agency or organizational objectives.

Topic Area: Building Community Connections

Time: 01:00 PM - 02:30 PM **Max:** 45 **Room:** 514 **Seating:** Banquet

Title: **409 - Partnering to Examine the Relationship of Science and Government**

Presenters: Herman A. Karl (Chief Scientist, Western Geographic Science Center - US Geological Survey); Lawrence Dixon (Senior Associate, The Consensus Building Institute); Gary McVicker

Description: Fostering and support of citizen-based stewardship will require redefining the roles of science and government with respect to society. Session will focus on the use of science in helping to resolve contentious environmental disputes and achieve sustainable solutions within a framework of consensus-based collaborative problem solving approaches that include joint fact finding.

Topic Area: Science

Time: 01:00 PM - 02:30 PM **Max:** 45 **Room:** 501C **Seating:** Classroom

Title: **431 - PASTA, A Model for Resource Stewardship**

Presenters: Timothy Terrell (Director, Park Stewardship through the Arts); Joseph Zarki (Chief of Interpretation, Joshua Tree National Park, NPS)

Description: From the earliest days of the national parks, the arts have been used to build support for protecting nationally significant American landscapes. Building on the achievements of Thomas Moran and Ansel Adams, Park Stewardship through the Arts offers a model for building effective park partnerships to further park resource stewardship objectives while also reaching out to new audiences of park supporters.

Topic Area: Arts and Humanities

Time: 01:00 PM - 02:30 PM **Max:** 100 **Room:** 518 **Seating:** Theater

Title: **444 - From Gloom to Boom - Economic Success Stories in Mountain Bicycling Tourism**

Presenters: Tim Blumenthal (Executive Director, IMBA); Jenn Dice (Government Affairs Director, IMBA); Gary Sprung (Senior National Policy Advisor, IMBA); Dan Vardamis (Advocacy Coordinator, IMBA)

Description: Communities are catching on to the increasing popularity of mountain bicycling and its potential to boost local trails tourism. Hear success stories from the International Mountain Bicycling Association on how they have leveraged trails to develop area tourism and stimulate the local economy. Learn the important role business and government leaders play in positioning and marketing their local trails. Find out about some of the best models in mountain bicycling and trails tourism coast to coast.

Topic Area: Tourism

Time: 01:00 PM - 02:30 PM **Max:** 45 **Room:** 504 **Seating:** Classroom

Title: **546 - Foundation Partnerships for Cultural Heritage Resources**

Presenters: Kitty Higgins (Vice President for Policy, National Trust for Historic Preservation); Katherine Welch Howe (Program Director, The Getty Conservation Institute); Mary Lee (Program Officer, Center for Arts and Culture); Ruth Coleman

Description: Across the nation government agencies and non-profits representing cultural

and natural heritage are partnering to develop a unified agenda. A common element in many of these efforts is the role of foundations as conveners and supporters. Hear about initiatives in California with the Getty Center and in Pennsylvania and Kentucky with the Pew Charitable Trusts.

Topic Area: Heritage

Time: 01:00 PM - 02:30 PM **Max:** 55 **Room:** 402B **Seating:** Theater

Title: **554 - GreenPath: The Road to Environmental Excellence in Providing Visitor Services**

Presenters: Bruce Fears (President, Delaware North Companies Parks and Resorts); John Huey (Director of Environmental Affairs and Risk Management, Delaware North Companies Parks and Resorts); Jerry Ernest (Director of Facility Services, Yosemite National Park)

Description: Delaware North's award-winning environmental management system, GreenPath, has earned the coveted ISO 14001 registration by offering outstanding guest services while attracting visitors and mitigating potentially harmful effects by humans on delicate ecosystems. Delaware North provides guest services at Kennedy Space Center and large western parks such as Yosemite, Grand Canyon, Sequoia, and Yellowstone.

Topic Area: Cultural and Natural Resource Stewardship

Time: 01:00 PM - 02:30 PM **Max:** 45 **Room:** 513 **Seating:** Theater

Title: **669 - Arts, Humanities and the Land**

Presenters: Marsha Towns (Education/Internship Director, Student Conservation Association); Toni Stafford (Interpretive Specialist, USDA Forest Service); Roland Hui (Student Conservation Association); Christa Torrens (Student Conservation Association)

Description: A creative montage of images, voice, music, and story to highlight successful projects that integrate arts humanities and land management; which have touched and transformed agency staff, partner groups, and their communities. The session will also illustrate how The Student Conservation Association can help you get started on your own efforts to integrate the arts and land management through interns who bring non-traditional perspectives and skills to your workplace.

Topic Area: Arts and Humanities

Time: 01:00 PM - 02:30 PM **Max:** 45 **Room:** 505 **Seating:** Classroom

Title: **676 - Three Affiliated Tribes Community Arts Cooperative**

Presenters: Dominick Sillitti (Development Specialist, Three Affiliated Tribes Tourism and Independence Center); Judy Lang (Partnership Coordinator, USDA Forest Service)

Description: The Community Arts Cooperative integrates Mandan, Hidatsa, and Arikara heritage and cultural values with arts and traditional uses of natural resources to develop, market, and brand products sold through the Cooperative's gift shop. The Arts Cooperative concept is a cornerstone for future ventures that enhance sustainable economic development opportunities.

Topic Area: Tribal Governments

Time: 01:00 PM - 02:30 PM **Max:** 65 **Room:** 409A **Seating:** Theater

Title: **711 - United States - Mexico Border Resources Stewardship**

Presenters: Kenneth J. Osborn (Chief, Southwest Geographic Science Team, US Geological Survey); John Klein (Assistant Regional Hydrologist, US Geological Survey); Beaumont McClure (Arizona Bureau of Land Management); James Kenna (Bureau of Land Management); Mario Salzmänn (Director Ejecutivo, Fundacion La Puerta); Gail Acheson (Bureau of Land Management); Kenneth Stitt (Health and Human Services)

Description: Chartered in 1994, the purpose of the U.S. - Mexico Border Field Coordinating Committee (FCC) is to promote communication and coordination among member bureaus and offices with respect to border environmental issues of Departmental interest. The FCC's approach to building relationships among DOI bureaus and other U.S. and Mexican partners to address common environmental, economic, and humanitarian issues may have application to other agencies with shared management responsibilities.

Topic Area: Cultural and Natural Resource Stewardship

Time: 01:00 PM - 02:30 PM **Max:** 45 **Room:** 507 **Seating:** Theater

Title: **717 - Engaging Latinos: An Effective Multimedia Approach**

Presenters: Jeff Kline (President, Hispanic Radio Network)

Description: Culturally resonant messages and active outreach are critical to making more Hispanics feel like stakeholders in our parks and public lands. The Hispanic Radio Network will share the lessons it has gleaned over 20 years of reaching out to Latinos on conservation matters.

Topic Area: Engaging New Audiences

Time: 01:00 PM - 02:30 PM **Max:** 65 **Room:** 407 **Seating:** Theater

Title: **720 - Education Dialogue: A Discussion**

Presenters: Julia Washburn (Senior Director, Grants and Programs, National Park Foundation); Marti Leicester (Associate Regional Director, Park Operations and Education, Pacific West Region, National Park Service); Patti Reilly (Director, Northeast Center for Education Services, National Park Service)

Description: Participate in a facilitated discussion of critical importance to educators regarding the next steps to be taken in the realm of partnerships and education. Help create a cross-agency, cross-partner forum to foster education about all public lands and lay the foundation for continued partnership / education dialogue and efforts.

Topic Area: Education

Time: 01:00 PM - 02:30 PM **Max:** 60 **Room:** 409B **Seating:** Theater

Title: **742 - The Future of the Field: The Parknership Internship Program**

Presenters: George Jones (District 5 Bureau Chief, Florida Park Service)

Description: Parknership is an innovative Florida State Parks intern program which develops 'real world' experiences and is affiliated with local community colleges and universities. Graduates are employed with the appropriate land managing state agency. Apply this program to the future of our resources and link well-trained employees to your field.

Topic Area: Building Partnership Competencies

Time: 01:00 PM - 02:30 PM **Max:** 100 **Room:** 408B **Seating:** Classroom

Title: **744 - World Class Visitor Experience for World Class Destinations**

Presenters: Cindy Orlando (Manager, Concessions Program, National Park Service); Curt Cornelssen (Director, Hospitality & Leisure Group, PricewaterhouseCoopers, LLP)

Description: America has some of the most beautiful natural and cultural destinations in the world. Our nation's best hospitality and recreation organizations devote significant time and resources ensuring that visitor service expectations and desires are met or exceeded. Explore how private and public sector partnerships can achieve the highest quality visitor services on public lands.

Topic Area: Visitor Services

Time: 01:00 PM - 02:30 PM **Max:** 50 **Room:** 406A **Seating:** Classroom

Title: **745 - Draft Blueprint for Improving Park Recreation and Conservation Services for Minorities**

Presenters: Ira J. Hutchison (Executive Director, The Roundtable Associates, Inc.); Nathaniel O. Wilkins (President, NOW Group); Dr. Jessyna McDonald (Associate Dean, Economic & Community Development - Clemson University)

Description: BLUE PRINT contains advisories specific to management, citizen communication, sustainable community services and inter-organizational collaboration. Also presents issues of concern to minorities that can be addressed by systems such as NPS and public park, recreation and conservation agencies. After panels, participants will explore BLUE PRINT via moderator and "open microphone".

Topic Area: Engaging New Audiences

Time: 01:00 PM - 02:30 PM **Max:** 65 **Room:** 410 **Seating:** Theater, Semicircle

Title: **749 - Risk-Takers Anonymous: Share Your Best Stories**

Presenters: Sarah Peskin (Director, Special Planning Projects Northeast Region, National

Park Service); Catherine Barner (Project Manager, Golden Gate National Park Conservancy); Brian O'Neill (Superintendent, Golden Gate National Park)

Description: Find out how non-profit partners make innovation feasible for government, how joint-management parks are established, and what makes them work through a frank discussion with successful risk-takers from both coasts.

Topic Area: Creative Public/Private Funding Approaches

Time: 01:00 PM - 02:30 PM **Max:** 55 **Room:** 402A **Seating:** Classroom

Title: **754 - Landcare - Partnership Opportunities Worldwide**

Presenters: Elizabeth Estill (Deputy Chief for Programs, Legislation and Communications, USDA Forest Service); Coral Love (Landcare Australia); Brian Scarsbrick (Landcare Australia)

Description: Landcare Australia was founded 15 years ago on local action by communities to accomplish land and water management. The private/public partnership has evolved and is now a bottom-up grassroots initiative with top-down government and corporate support. Today it is a movement, ethic, and culture of caring for the land; and its 'caring hands' symbol is recognized in Australia by 85 percent of the citizens. Speakers will describe Landcare Australia; and will share ideas about potential opportunities for the United States.

Topic Area: Building Community Connections

Time: 01:00 PM - 02:30 PM **Max:** 45 **Room:** 506 **Seating:** Theater

Title: **755 - The Corporate Wetlands Restoration Project**

Presenters: Patmarie Nedelka (Deputy Director for Policy and Corporate Wetlands Restoration Partnership, Coastal America); Kameran Onley (Associate Director, White House Council on Environmental Quality); Garry Hollands (Vice-President for Wetlands, ENSR International); Kurtis Schlict (Project Manager, ENSR International); Mark Wolf-Armstrong (President, Restore America's Estuaries); Keith McCoy (Director of Environmental Quality, National Association of Manufacturers)

Description: The Corporate Wetlands Restoration Partnership (CWRP) is an innovative private-public initiative bringing together businesses, government agencies, conservation organizations, community groups and academia to restore critically important wetlands, coasts and waterways. Explore ways corporate contributions can be facilitated and combined with governmental and other funds to restore aquatic habitats, support educational and monitoring efforts.

Topic Area: Cultural and Natural Resource Stewardship

Time: 01:00 PM - 02:30 PM **Max:** 60 **Room:** 405 **Seating:** Classroom

Title: **765 - Take Pride In America: It's Your Land, Lend a Hand!**

Presenters: Marti Allbright (Executive Director, Take Pride in America); Derrick Crandall (President, American Recreation Coalition); Doug Blankinship (Department of the Interior); Lyle Laverty (Director, Division of Parks and Outdoor Recreation, State of Colorado); Sue Bray (Executive Director, Good Sam Club); Shari Boyer (President & CEO, Government Solutions Group)

Description: Take Pride In America is a volunteer partnership including federal, state and local governments, private enterprises, civic and youth organizations and individuals to inspire citizen stewardship of our parks, refuges, recreation areas, cultural and historical sites - and to reward outstanding volunteer efforts. Learn how to "lend a hand."

Topic Area: Volunteerism

Time: 01:00 PM - 02:30 PM **Max:** Unlimited **Room:** EXPO West Hall B, Level 1 **Seating:**

Title: **788 - Partnerships Diagnostics Lab**

Presenters:

Description: The **Partnerships Diagnostics Lab**, located in the EXPO area on the first floor, gives conference goers an exceptional opportunity to get practical advice on their partnerships through one-on-one or small group consultations and advice on solving real world problems. The Lab will be open from 10am to 6pm on Wednesday, November 19, and from 10am to 3:30pm on Thursday, November 20, and will be staffed by conference presenters with a wealth of hands on partnership experience. Conference goers can schedule appointments or drop in. To help ensure we offer the Diagnostic Services you need, please

fill out this [Diagnostics Lab Survey](#).
Topic Area: Building Partnership Competencies

Time: 04:00 PM - 05:00 PM **Max:** Unlimited **Room:** Concourse Hall **Seating:** Theater
Title: 770 - Keynote Plenary Day 3 - The Future of Partnerships (Afternoon)
Presenters: Mr. Gene Washington (Director of Operations, National Football League and Board of Director, National Park Foundation)
Description: Coming together, one last time, we celebrate success and remember that we are all working for future generations. The afternoon keynote speaker: Gene Washington, will narrate the closing ceremony to bring this conference full circle—why we all came to Los Angeles and where we go in the future.
Topic Area: Plenary

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